

Message Text

UNCLASSIFIED

PAGE 01 SEOUL 02509 280920Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----010708 280933Z /10

P R 280810Z MAR 78
FM AMEMBASSY SEOUL
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 128

UNCLAS SEOUL 2509

E.O. 11652: NA
TAGS: BEXP, KS
SUBJECT: PLANT MAINTENANCE SOLO EXHIBITION

REF: A) MURRAY/STAVE TELCON OF 24 MARCH

- B) USDOC 04293
- C) USDOC 04513
- D) USDOC 05240
- E) USDOC 05848
- F) TAIPEI 1402
- G) TOKYO 04105

1. LOCAL AGENTS OF FOLLOWING U.S. FIRMS HAVE BEEN CONTACTED RE PARTICIPATION IN THE EXHIBITION: CATERPILLAR; GENERAL ELECTRIC; HARNISCHFEGER; 3 M INTERNATIONAL; O'BRIEN MACHINERY; DOVER CORP.; ALLIS-CHALMERS; AND INGERSOLI-RAND CO. REACTION HAS VARIED FROM LUKE-WARM TO POSITIVE, BUT NO FIRM RESPONSES HAVE BEEN RECEIVED. A FEW FIRMS HAVE COMMENTED THAT \$3000 OTM CHARGE SEEMS HIGH, PARTICULARLY SINCE THEY ARE LESS LIKELY (IF AT ALL) TO REQUIRE RETURN SHIPMENT OF GOODS.

2. WE EXPECT TO CONTACT 25-50 ADDITIONAL FIRMS IN THE NEXT TWO WEEKS. PLEASE SEND 50 PROMOTIONAL PACKAGES VIA APO AIRMAIL FOR OUR USE. A HEAVY SCHEDULE OF PROMOTIONAL CALLS WILL FOLLOW THE FIRST CONTACTS.
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3. AS USDOC IS AWARE, THERE ARE VERY FEW IMPORTERS FOR INVENTORY IN KOREA DUE TO TRADITION AND CUSTOMS AND TAX REGULATIONS. MOST AGENTS PLACE ORDERS WITH PRINCIPALS ONLY AFTER SALE IS MADE. THUS THERE ARE FEW LOCAL REPS WILLING TO COMMIT FOR THIS EXHIBITION WITHOUT FINANCIAL SUPPORT OF PRINCIPAL, NOT ONLY WITH USDOC CHARGES, BUT

FOR COSTS OF IMPORTING EXHIBIT GOODS. THE LEADS WE DEVELOP HERE MUST BE FOLLOWED UP ON IN THE U.S. AS WELL. PRESSURE FROM BOTH POST AND USDOC WILL BE NEEDED TO PROD AGENTS AND PRINCIPALS INTO AGREEMENT.

4. MINISTRY OF COMMERCE AND INDUSTRY HAS INFORMED US INFORMALLY THAT ALL EXHIBIT GOODS MAY BE IMPORTED. WE CANNOT APPLY FOR FORMAL PERMISSION UNTIL A COMPLETE LIST, INCLUDING BTN CLASSIFICATIONS, IS AVAILABLE. USDOC CAN ASSURE POTENTIAL EXHIBITORS THAT ONLY A FEW ITEMS POSE POTENTIAL PROBLEMS. WE CAN CHECK QUESTIONABLE ITEMS WITH MCI ON A CASE BY CASE BASIS.

5. OUR INCLINATION IS TO EXPAND THE THEME TO INCLUDE EVERYTHING IN OR AROUND A PLANT EXCEPT PRODUCTION MACHINERY. ONE PROBLEM WE HAVE EXPERIENCED WITH LOCAL AGENTS IS TITLE OF SHOW, WHICH SUGGESTS TO THEM MOPS AND BROOMS, AN IMAGE WE ARE TRYING HARD TO DISPEL. CAN THE NAME BE MODIFIED TO MORE CLEARLY REFLECT THE EXPANDED NATURE OF THE THEME? AS FOR SPECIFIC AREAS OF EXPANSION, IT APPEARS TO US THAT THE MOST PROMISING AREAS ARE TESTING AND LABORATORY EQUIPMENT AND INSTRUMENTATION, AND EDP EQUIPMENT FOR RECORD-KEEPING, PROCESS CONTROL, AND OTHER IN-PLANT APPLICATIONS.
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Message Attributes

Automatic Decaptioning: X
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Decaption Date: 01 jan 1960
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Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
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Handling Restrictions: n/a
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Retention: 0
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3181624
Secure: OPEN
Status: NATIVE
Subject: PLANT MAINTENANCE SOLO EXHIBITION
TAGS: BEXP, KS
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/743981bc-c288-dd11-92da-001cc4696bcc
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